

## CLAIMS

1. (currently amended) An interactive electronic commerce system enabling selective delivery of commerce-related messages, comprising:
  - a user account database storing user account information associated with a plurality of users;
  - a message database storing at least one message in association with a product identifier;
  - a message management module operative to:
    - receive, from a user, a product identifier and at least one condition under which the user desires to receive information associated with the product identifier received from the user;
    - store the product identifier and the at least one condition in the user account database in association with the user account corresponding to the user;
    - receive, and store in the message database, at least one message and a product identifier associated with the message;
    - scan the user account database to determine whether the at least one message satisfies the conditions imposed by users;
    - deliver the message as to all users where the conditions imposed by the users are satisfied.
2. (original) The system of claim 1 further comprising:
  - a transaction processing system operative to receive product orders from users and process payment transactions.
3. (original) The system of claim 1 further comprising a call center comprising at least one call station assisting a live agent to handle calls from users.
4. (original) The system of claim 1 further comprising an interactive voice response system to receive and transmit data over a telecommunications network, the interactive

voice response system providing the interface by which users access the message management module.

5. (original) The system of claim 4 wherein the interactive voice response system includes automatic number identification (ANI) functionality, allowing identification of telephone numbers associated with incoming calls, and wherein identified telephone numbers are used to identify users and retrieve user account information from the user account database.

6. (original) The system of claim 1 wherein the at least one message is an electronic coupon.

7. (currently amended) A method enabling conditional delivery of commerce-related information, comprising;

receiving from a user an identification of a product or service, wherein the product or service is the subject of a broadcast;

receiving from the user at least one condition under which the user desires to receive additional information relating to the product or service identified by the user;

receiving a user identification corresponding to the user;

storing the identification of the product or service and the at least one condition in association with the user identification;

after receiving additional information relating to the product or service, assessing whether the at least one condition is satisfied; and

conditionally providing the additional information to the user, if the at least one condition imposed by the user is satisfied.

8. (currently amended) A system enabling delivery of promotional messages concurrently with a broadcast, comprising:

a user registration module operatively connected to a telecommunications network, wherein the user registration module is operative to receive calls from users; and register users on an active user list;

a message database storing at least one message in association with a message code;

a broadcast signal monitoring unit operative to detect message codes in a broadcast signal;

a message delivery module operative to, upon detection of a message code by the broadcast signal monitoring unit, retrieve a message corresponding to the message code in the message database and distribute the message to the users on the active user list according to conditions imposed by said users.

9. (original) The system of claim 8, wherein the broadcast signal is a television signal.

10. (original) The system of claim 8, wherein the broadcast signal is a radio signal.

11. (original) The system of claim 8, wherein the message is an electronic coupon.

12. (original) The system of claim 8, further comprising a user account database storing user account identifiers in association with at least one message delivery mode preference, and wherein the ad delivery module is operative to deliver the message to each user using the delivery mode specified in a corresponding user account.